

THE DAILY TELEGRAM

The Leading Newspaper of Central West Virginia.

Published Every Evening Except Sunday

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Change of Address.

When changing address, please old as well as new address.

If communications must be signed, or they will receive attention whatever.

FRIDAY, NOVEMBER 7, 1913.

An Evening Echo.

Enjoy the blessings of this day. It

God sends them, and the evils bear

patiently and sweetly; for this day

only is ours—we are dead to yester-

day, and are not born tomorrow.

JEROME TAYLOR.

Ten years from today (Wheeling

will not be the first city in West

Virginia.

The actual circulation of a certain

newspaper not a thousand miles away

is at least two thousand copies fewer

than its purported sworn circulation.

Show the books.

"Pe-dee-see" has been using up so

much space in the Western newspa-

pers lately that the Telegram thinks

it is about time to hear from "Oa-

lay" and "Pe-dee-see."

Ah, ha! That change in the high

cost of living the Democrats so

boastfully promised to bring about

has at last come to pass. The Rich-

mond Times-Dispatch calls it "the

altruistic expense of existence."

The Huntington Herald-Dispatch

runs a hodgepodge column, which it

heads "Sprigs of Mint." The title

is a bit out of season and ought to be

something like "Sprigs of Holly,"

which, by the way, reminds us that

we ought to do our Christmas shop-

ping, anybody can guess the rest.

The editor of the Weston Inde-

pendent reverses the recent observa-

tion that there is good health in

good roads and correctly says:

"Well, there is bad health in the

miasmatic mudholes along the weary

way of the average traveler in this

country, and if you heard his com-

plaint, you would say there are bad

roads in the roads, too."

Democratic newspapers are now

busily explaining that there was lit-

tle of national significance in Tues-

day's election, local issues being in-

volved chiefly and party lines being

very loosely drawn. It is a big com-

mend for them as before the election

they hooted at what they are now

saying. If the elections had resulted

differently, of course there would

have been the utmost national sig-

nificance in them.

Realizing on Agricultural Education.

As a result of the Agricultural

Extension School held in our com-

munity last year we now have a

limestone crushing plant at work

supplying ground stone to correct

the acidity of our farm soils," writes

one of the school officials of a south-

ern county of West Virginia to the

agricultural extension department of

the state university at Morgantown.

It is usually somewhat difficult to

point out, in this way, specific results

of an agricultural demonstration or

lecture, since the most important re-

press and has reaped material benefit

therefrom.

Newspapers and Posters.

An advertising agent of the special

agricultural train recently oper-

ated through this section of the state

unfortunately does not seem to place

a very high value upon newspaper

publicity.

Exception has been taken to a re-

cent editorial comment in the Tele-

gram that the special train was not

sufficiently advertised in this county

and it has been disclosed that chief

reasons had been placed by the ad-

vertiser of the train upon a small

bundle of posters sent to stations

agents "to be distributed over the

town and surrounding country."

The station agent received two per-

sonal letters from the agricultural

extension department of the state

university "urging them to give as

much publicity as possible to the

train movement and to call up var-

ious people of the locality over the

telephone on the day preceding the

arrival of the train." This, it is

stated, had been found to be "more

effective than newspaper advertis-

ing."

Imagine, for example, the busy

station agent at the Clarksburg or

Salem passenger station, calling

various odd sundry farmers over the

telephone the day preceding the ar-

rival of an agricultural train. Some

persons have a peculiarly inadequate

conception of the duties of station

agents, especially Baltimore and

Ohio railroad station agents.

While the agricultural extension

department did send two notices to

newspapers, one a month in advance

—a most inappropriate time—and

another perhaps two weeks in ad-

vance, all the newspapers, however,

did not receive them as, for example,

complaint was made at Salem that

the newspapers there knew nothing

whatever of the movement of the

train and it was upon that fact that

the Telegram based its criticism.

The advertising agent of the agricul-

tural train should have sent notices

with schedules of the train stops to

all newspapers in the territory cov-

ered three or four times during the

week immediately preceding the

tour. The newspapers would gladly

have given space to them without

charge in order to help the good

work along. It would not have hurt

the Baltimore and Ohio railroad any

to do considerable display advertising

in the newspapers regarding the

special train inasmuch as it has been

praising itself so much upon its phi-

lanthropical and paternal co-opera-

tion in the movement.

At any rate, let it be hoped that

when the next special agricultural

train is operated through the state,

it will be more sensibly advertised

than by small bundles of posters,

with which people, as a rule, do not

bother anyway.

Clarksburg in the Lead.

The Fairmont West Virginian asks

the question: "Is Clarksburg Lead-

ing Fairmont?"

The West Virginian's question is

a result of the far greater enterprise

and fine business sense of Clarksburg

business men in publicity work.

The Fairmont newspaper bases its

comment on its observations, espe-

cially what its editor has seen in the

Clarksburg newspapers, the Telegram

in particular. It gives the Telegram

great pleasure to reproduce a few

excerpts of the West Virginian's

lengthy editorial on the subject

That newspaper says:

future, but as sure as we allow the

business men of Clarksburg to do

the most advertising just so sure will

the people who read these advertise-

ments believe that Clarksburg is

the better trade inducement to of-

fer."

It is admitted by the West Vir-

ginian that Fairmont can scarcely

compete with Clarksburg, for it

makes the following assertion:

"Fairmont can scarcely hold her

place in any contest with Clarksburg

and while population is a good thing

it is not all that counts."

The comparisons and admissions

should stimulate Clarksburg mer-

chants to their fullest efforts. The

valley is an important trade region

and the surrounding country is a

fruitful one for business.

Clarksburg merchants recognize

the fact that newspaper circulation

is very essential in successful adver-

tising. The Telegram leads in cir-

culation in central West Virginia and

claims that no other even-

ing newspaper in the state out-

side of Wheeling has as large a cir-

culation as the Telegram.

The Fairmont newspaper should

not overlook the vital importance of

circulation in presenting itself to

Fairmont merchants as their pub-

licity medium nor should it fail to im-

press them with the well established

fact that there is no advertising that

pays like newspaper advertising

does.

The Same Effect.

Lending money to Huerta is less

trouble than lighting cigars with it

and has the same effect.—Wheeling

News.

Have Plenty.

The voters of Ohio seem to think

they have enough law as it is. They

swatted most of the proposed amend-

ments to the constitution, pounding

both wet and dry propositions alike.—

Parkersburg Sentinel.

Coming Back.

Right may lose a battle or two, but

never a war! Watch the old protec-

tive tariff come back with vengeance

after the Underwood tariff for revenue

has been shown up through its

operation.—Phillippi Republican.

Concise Makes Up.

Mr. Edison says no man knows one-

seven-billionth of one per cent about

anything. And we have met men who

impressed us as believing that they

knew one hundred per cent about

everything.—Wheeling Register.

Peace by Starvation.

Curiously enough it is possible that

a "starvation stunt" will open the way

for peace in Mexico. The government

is in bad straits for money. The banks

are giving it up grudgingly. If money

to pay the operating expenses of the

government fall Huerta will be com-

pelled to abdicate.—Wheeling Tele-

graph.

Morris!

Col. Presley Morris, of the Parkers-

burg State Journal arises to remark:

"The name of the next governor of

West Virginia will begin with one of

the letters along in the first half of

the alphabet."

Well, M. is exactly the last letter of

the first half. The colonel's sugges-

tion suits us.—Wheeling Intelligencer.

Service Overlooked.

The ambition of many a young man

directs itself toward the attainment

of some position of prominence and

distinction as the coveted goal of a

career. Too often the thought of the

aspirant is fixed on what the position

may yield him in the way of honors

and emoluments rather than on the

o'clock, at the home of Mrs. Harry T.

Wilson.

Monday, Tuesday and Wednesday

November 10, 11 and 12—"Last Days

of Pompeii," afternoons and nights,

Robinson Grand theater.

Tuesday, November 11—Annual

convention, Grand Chapter Royal

Arch Masons, Masonic temple.

Wednesday, November 12—Masonic

convention banquet, night, in Masonic

temple.

Wednesday and Thursday, Novem-

ber 12 and 13—Annual convention

West Virginia Grand Lodge of Mas-

ons, Masonic temple.

Saturday, November 15—United

Commercial Travelers banquet, night,

K. of P. hall.

Friday, November 21—Flonzalety

String Quartet, Robinson Grand

theater.

Saturday, November 22—Football

Washington and Jefferson College vs

Weesley College, Union park. Tri-

angle club dance, night, Hoffman Hall.

Monday, November 24—Institution

of Misses Lodge of Perfection No. 5

of the Masonic order, Masonic temple.

Tuesday, November 25—Hebrew so-

ciety dance, night, Hoffman Hall.

Wednesday, November 26—Thanks-

giving dance, night, Waldo assembly

hall; oyster supper, Order of Owls,

night, Williams building.

Thursday, Friday and Saturday, No-

vember 27, 28 and 29—Catholic church

bazaar, Centennial hall.

Friday, November 28—Cosmos Club

dance, night, Hoffman Hall.

L. W. Fox was here from Wal-

lace Friday.

H. C. Frazier, of Elkins, is a guest

at the Gore.

Major Hester, of Fairmont, was

here Friday.

W. W. Golden, of Elkins, is a vis-

itor in the city.

William J. S. Harmer, of Shinn-

ston, was here Friday.

W. S. Randall is here from Key-

ser on a business visit.

G. M. Brock, of Fairmont, is a

business visitor here.

R. C. Taylor, of Parkersburg, is

a guest at the Waldo.